

## ABSTRACT

A method according to one embodiment of the present invention provides for controlling output of an offer at a menu board of a drive-through. An offer is determined and output to a customer at the menu board. If it is determined that the customer has moved away from the menu board, output of the offer is discontinued. In some embodiments, the same or a different offer may be output to the customer at a different station of the drive-through (*e.g.*, a payment or pick-up window).